

FIG. 2

Must check all equipment with front office!!

FIGHTER PROFILE ID: 1089573

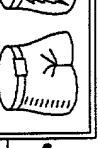
Name: Jaybone

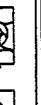
40 { *Weight Class: Gamer Granoia Suit
 Soccer mom/Soccer dad Frat boy/Sorority girl

42 { Theme Music: Prize Fight Riot Jab Jam Knock Out Score Adversity Theme

44 { E-mail Address: woffington@paternity.com

46 { *Age: 25-34 *Sex: Male Female
Zip: 45208

48 { Trunk Choice:     

50 { *Pet Ownership:      

52 { *required fields

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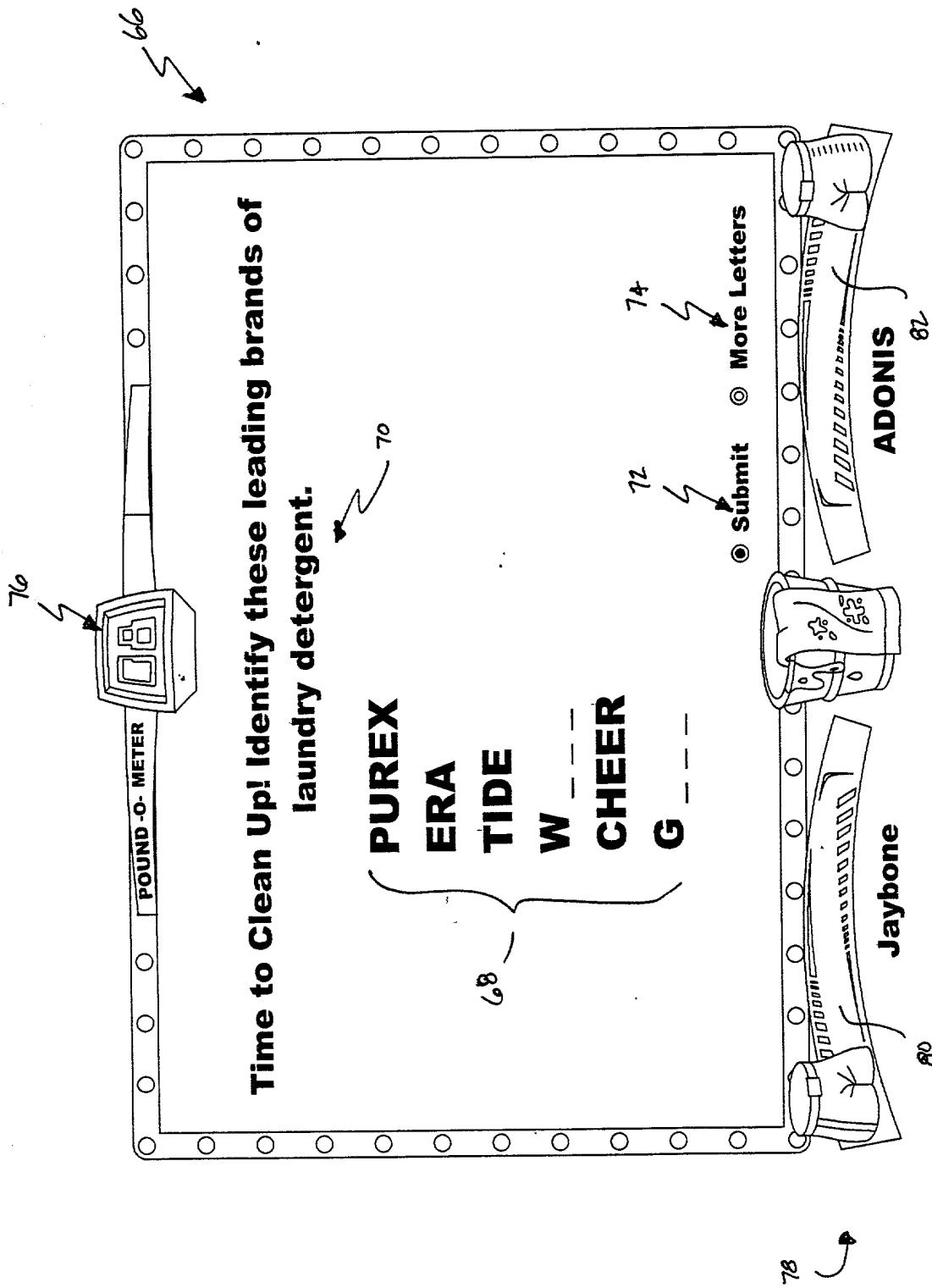


FIG. 4

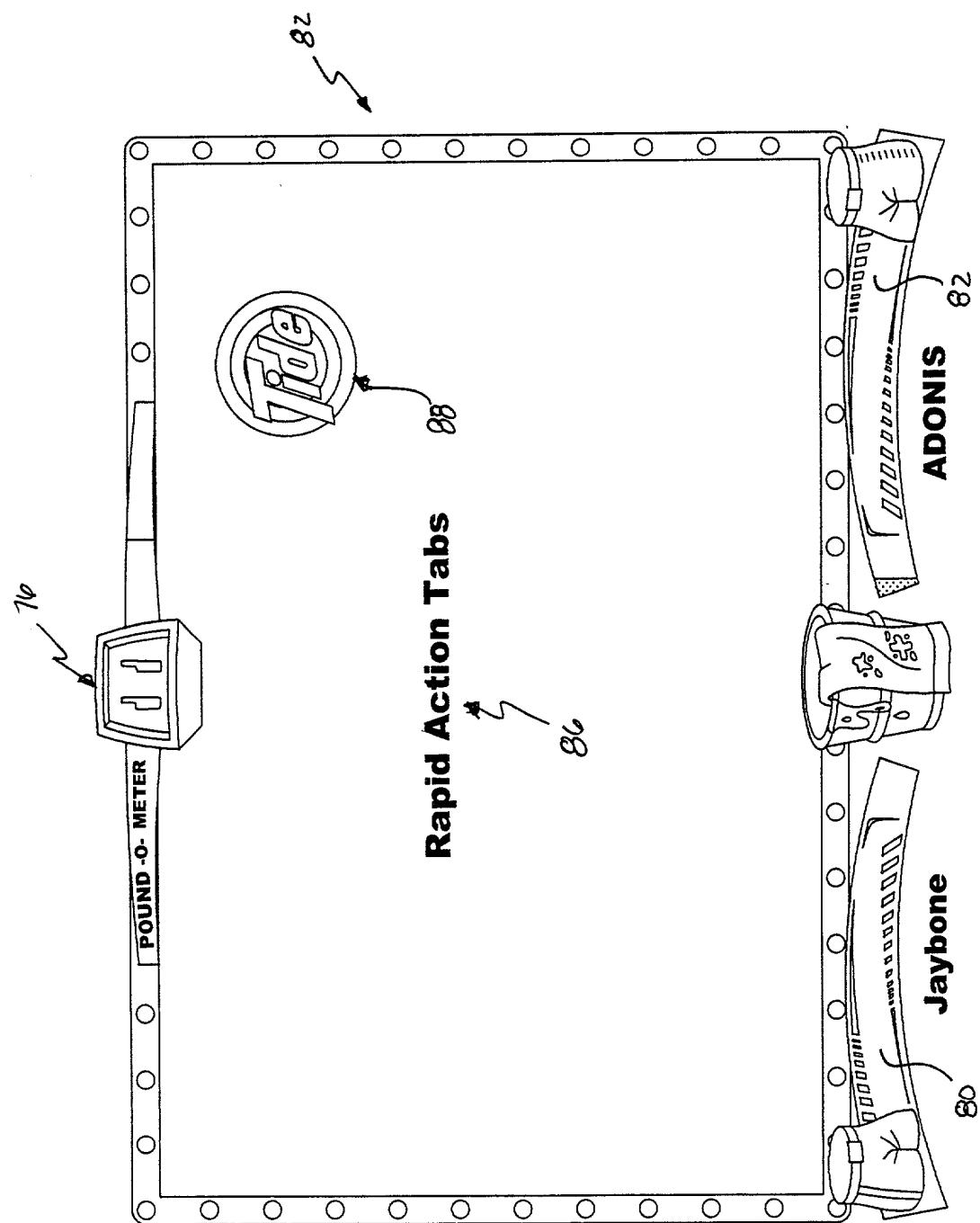
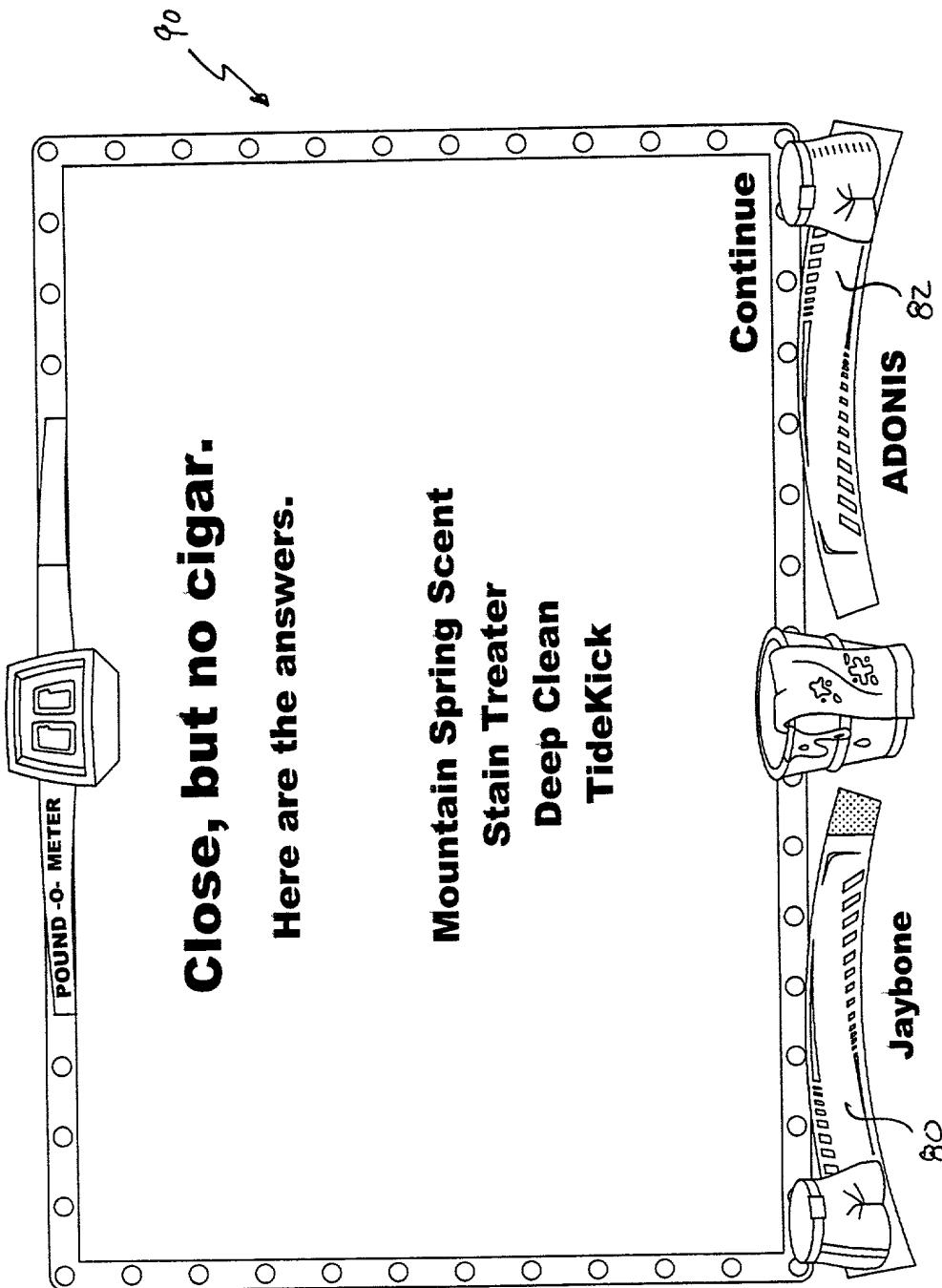


FIG. 5



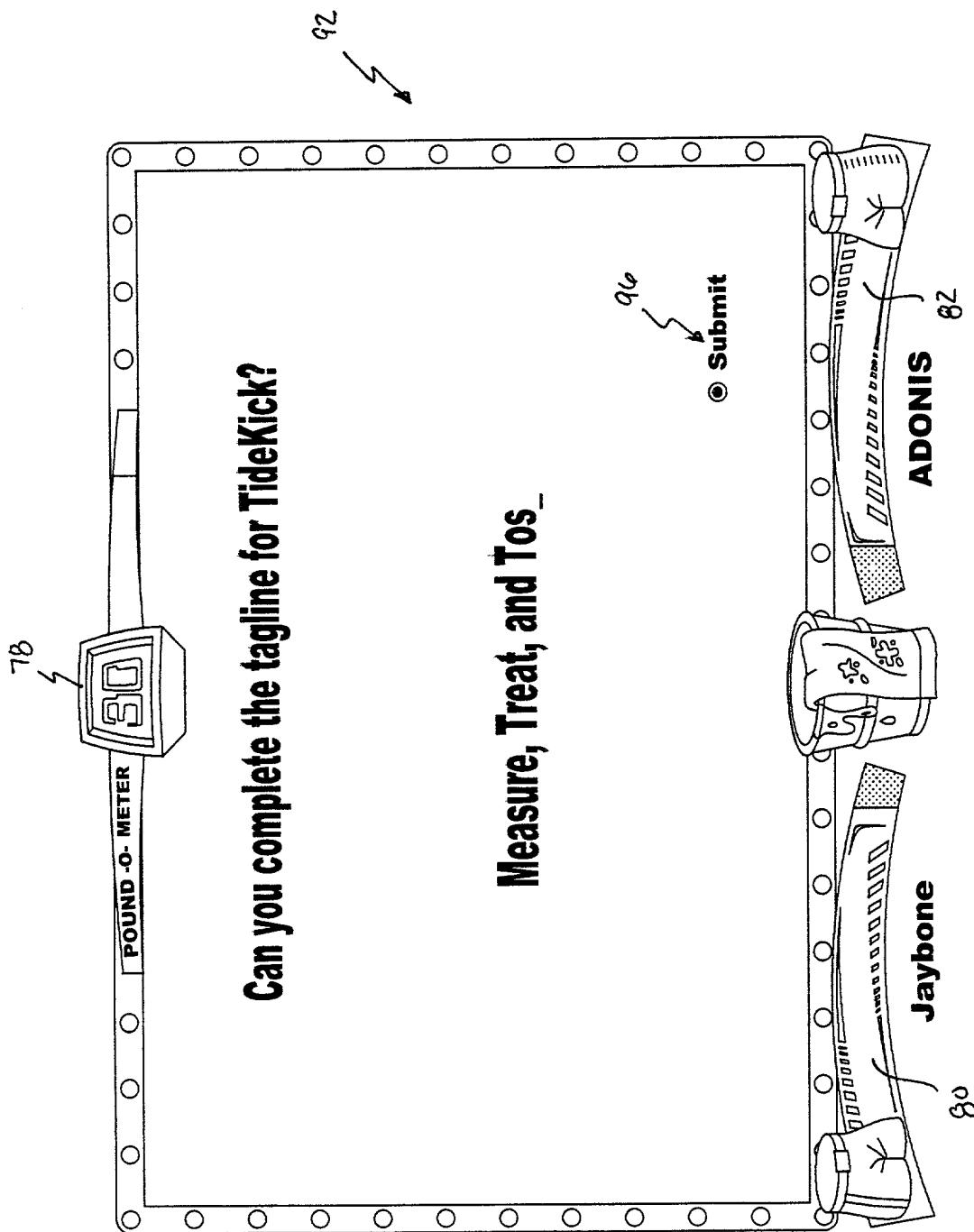


FIG. 7

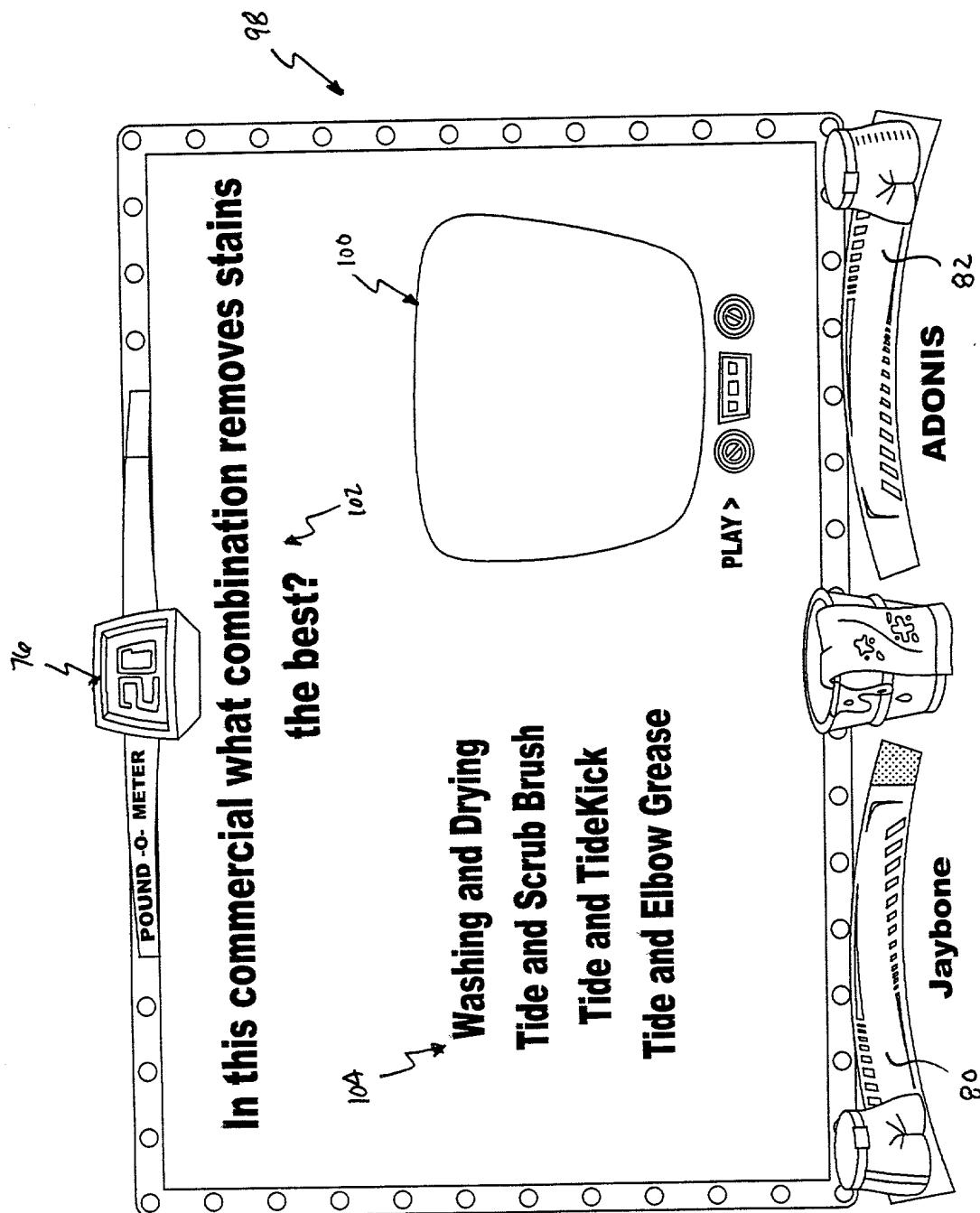


FIG. 8

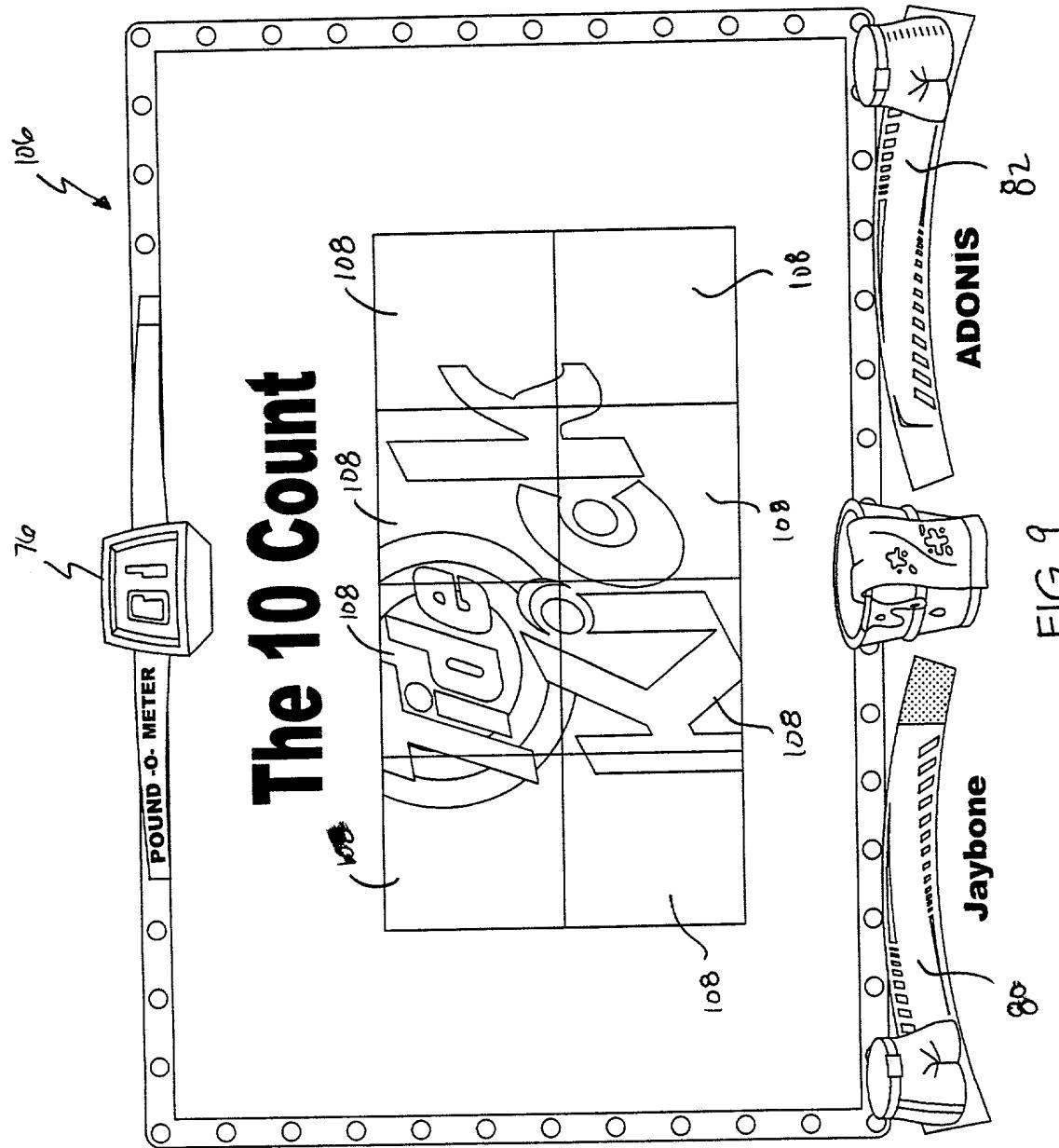


FIG. 9

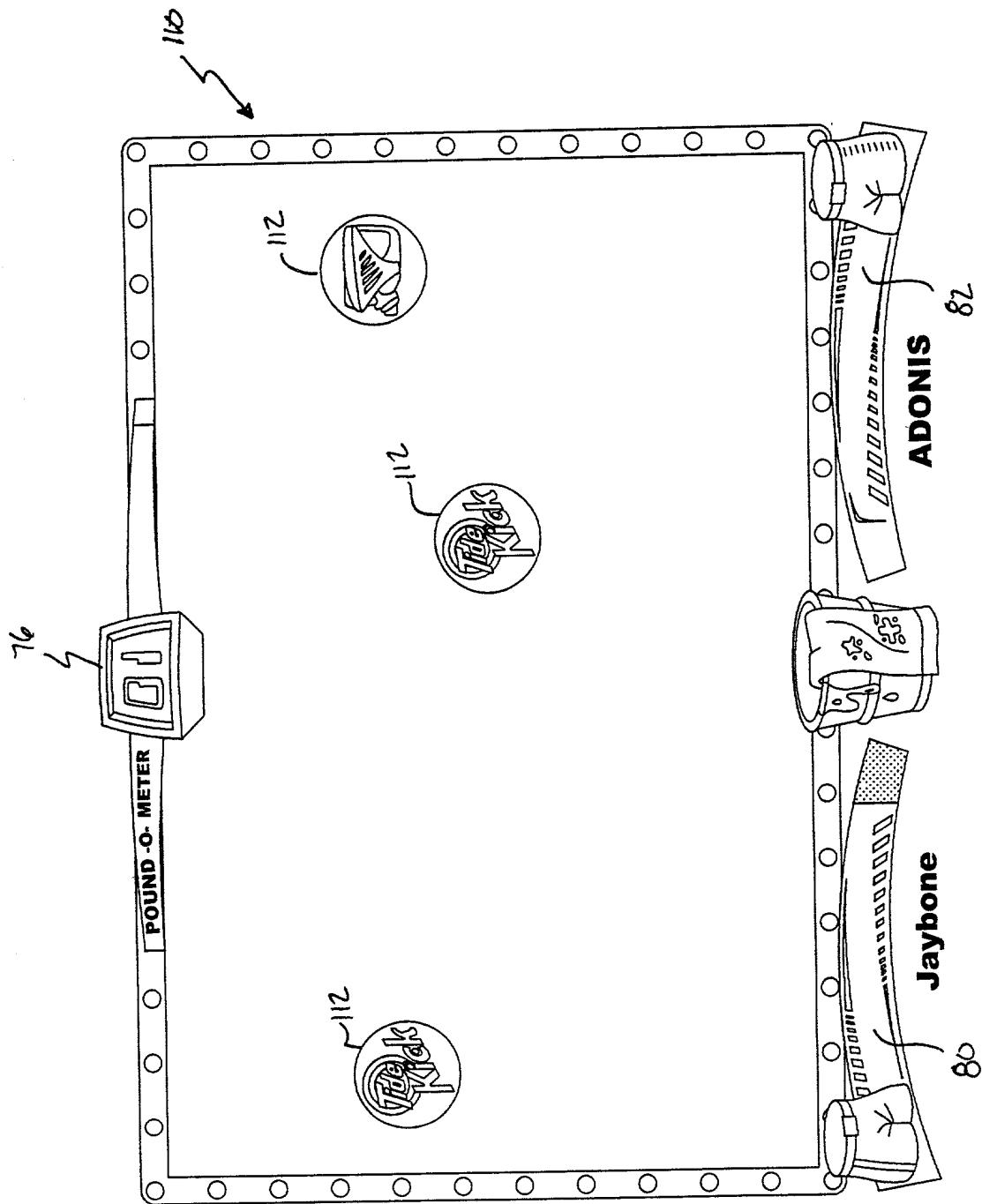


FIG. 10

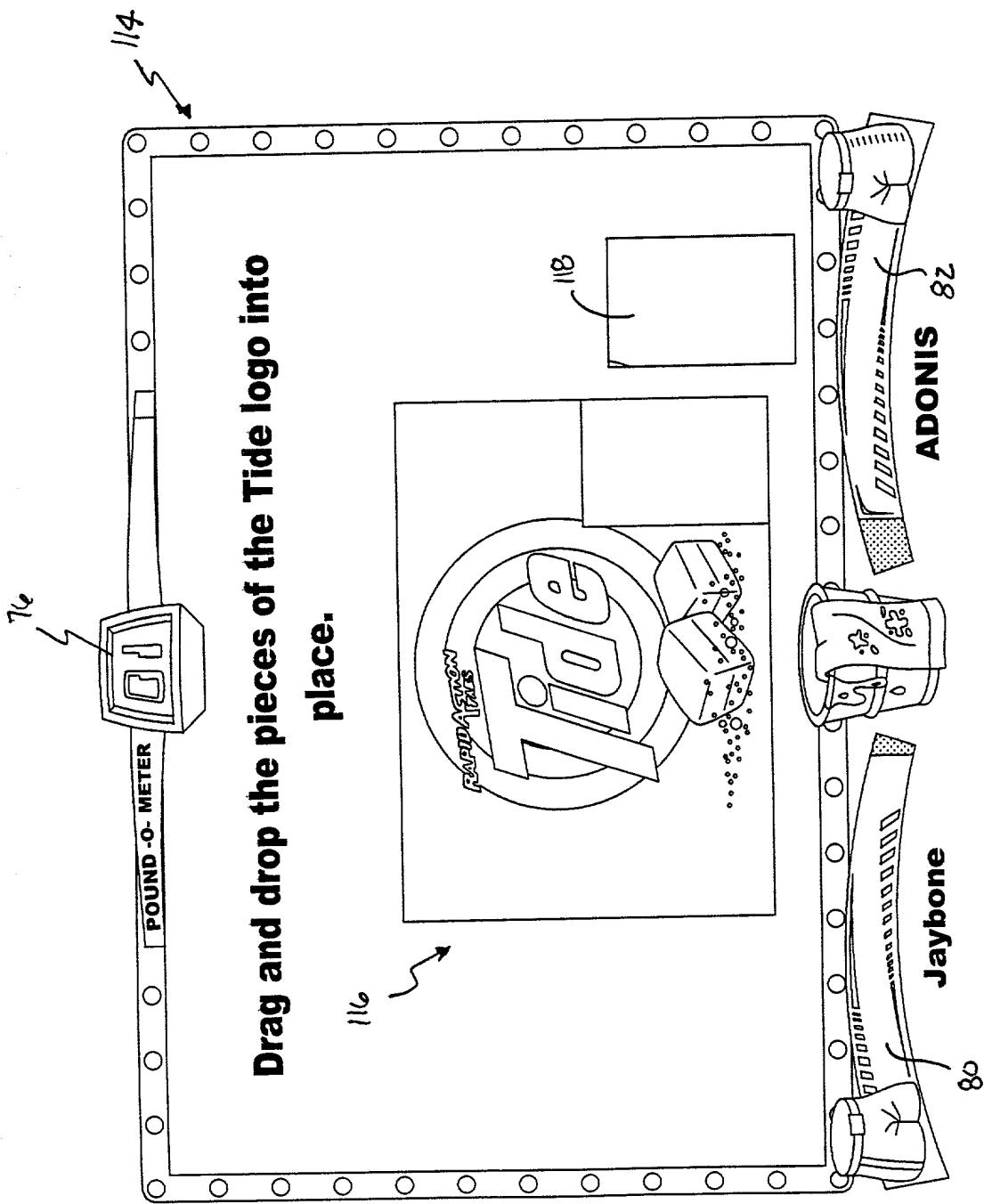


FIG. 11

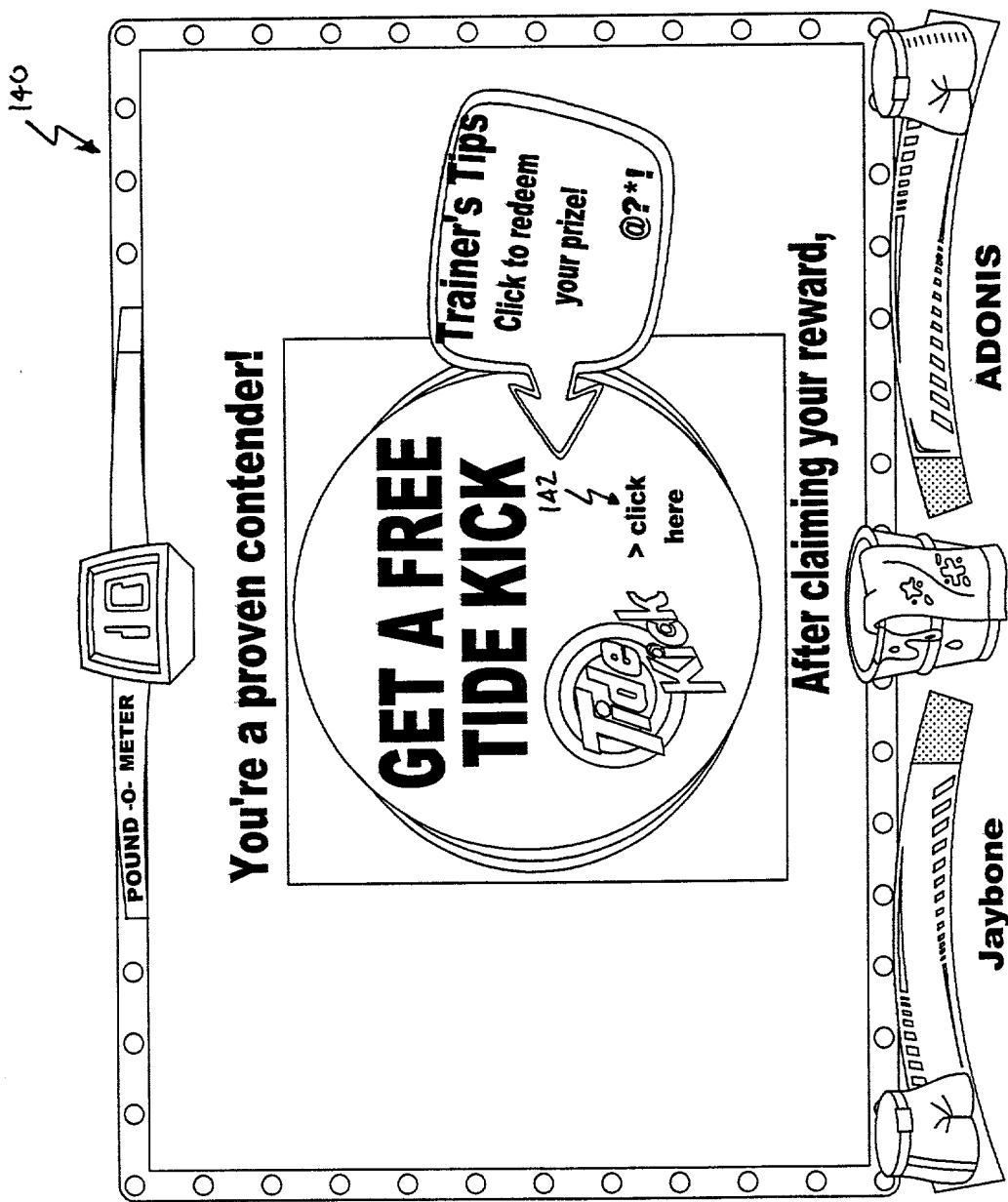


FIG. 12

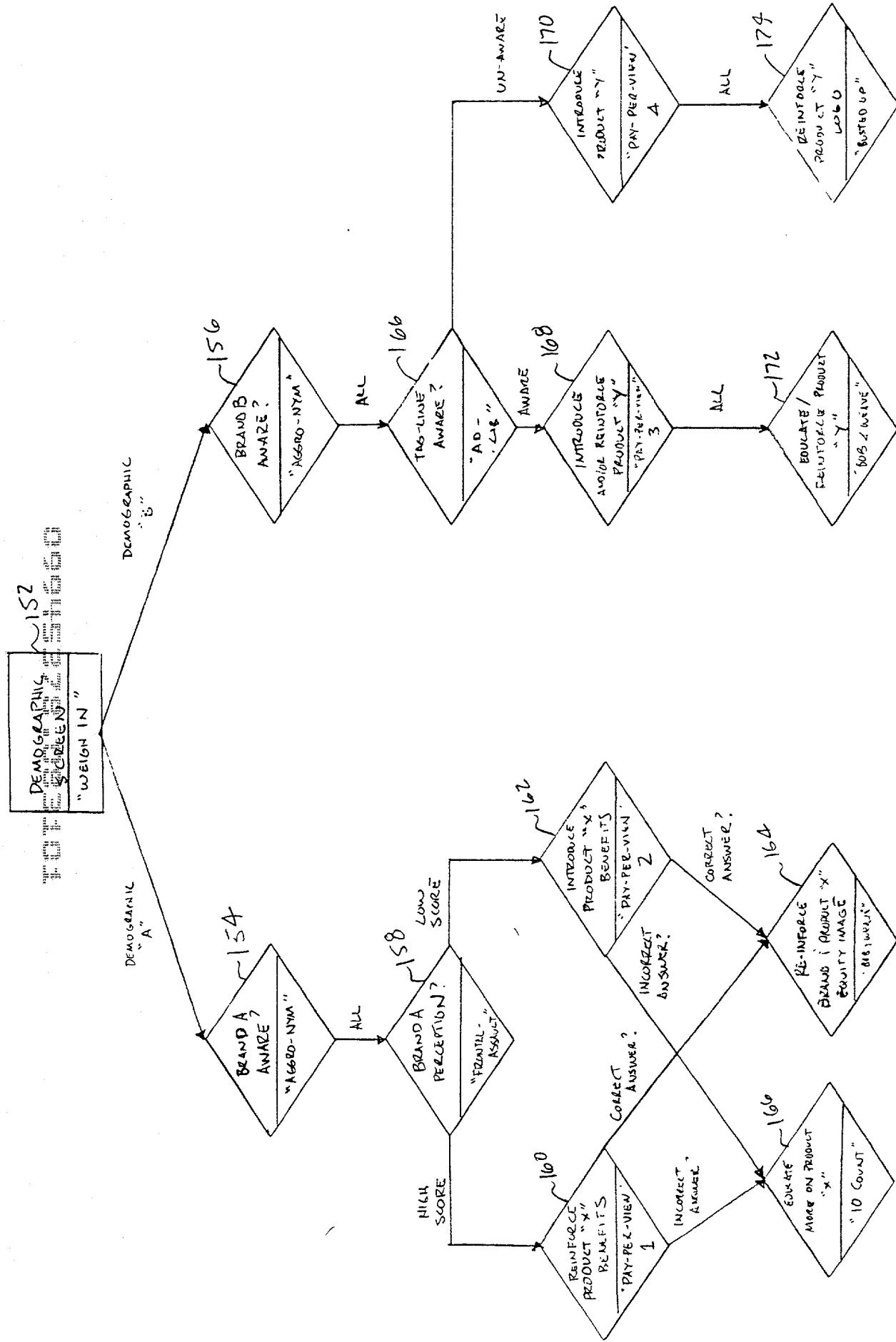
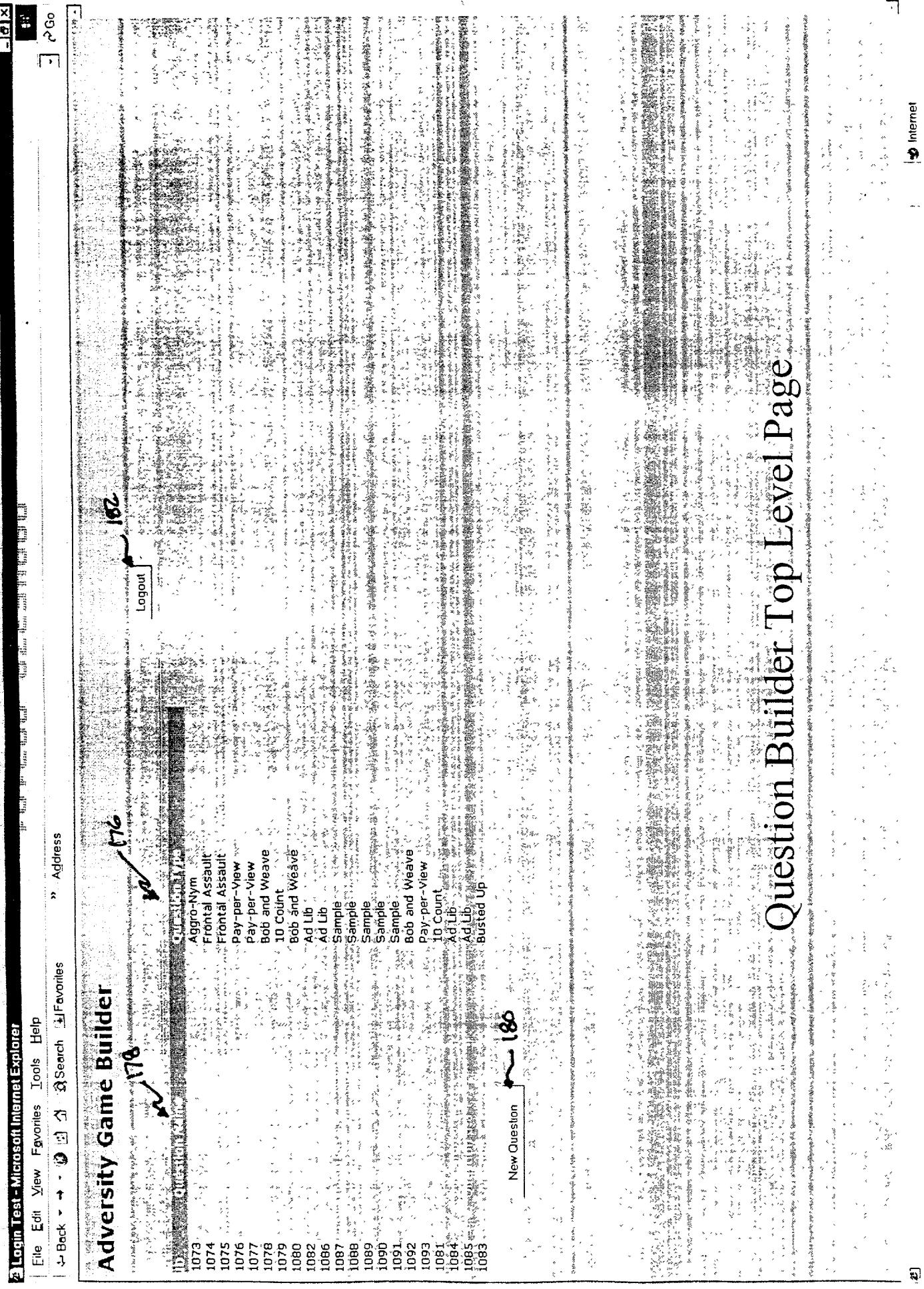


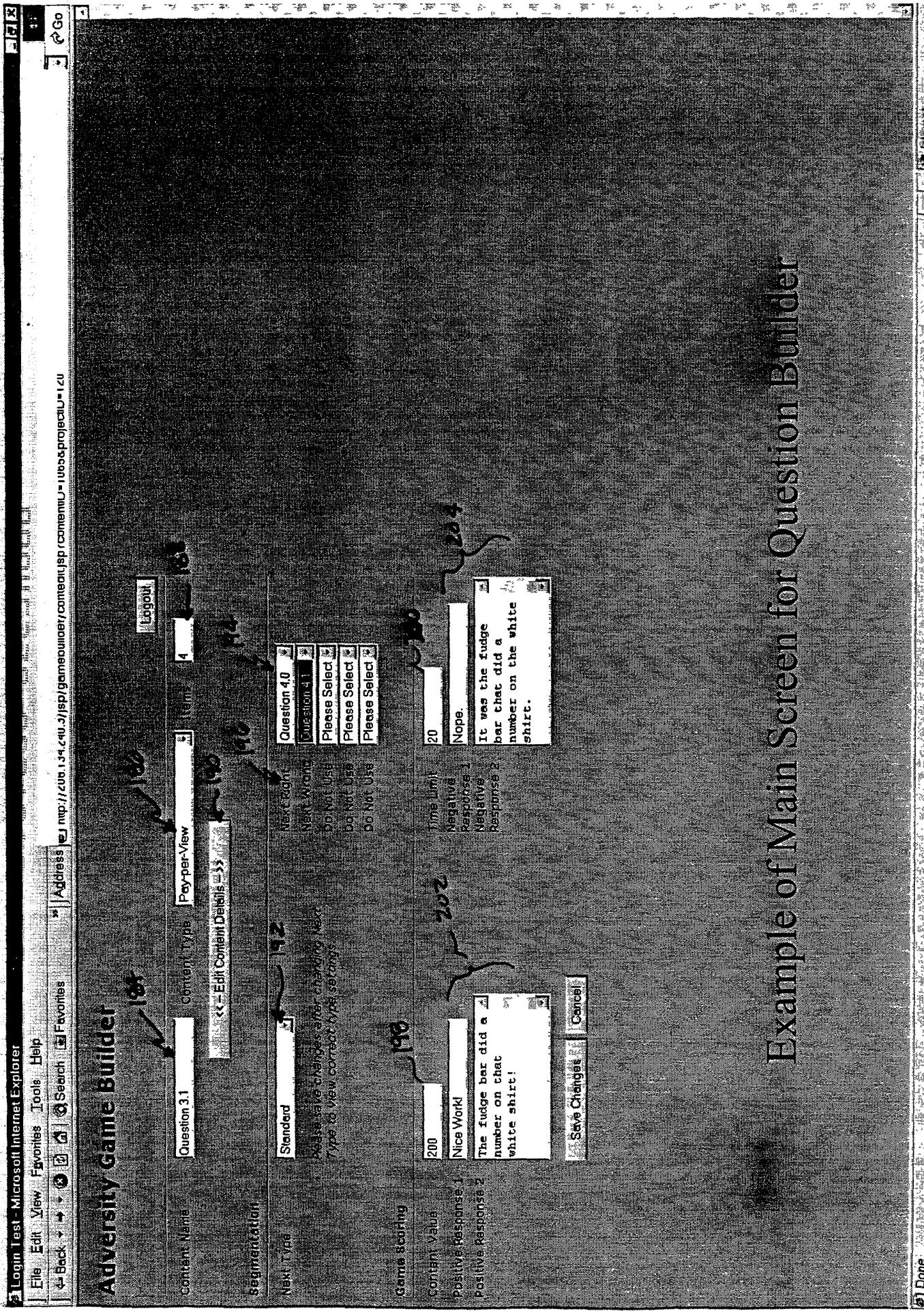
FIG. 13

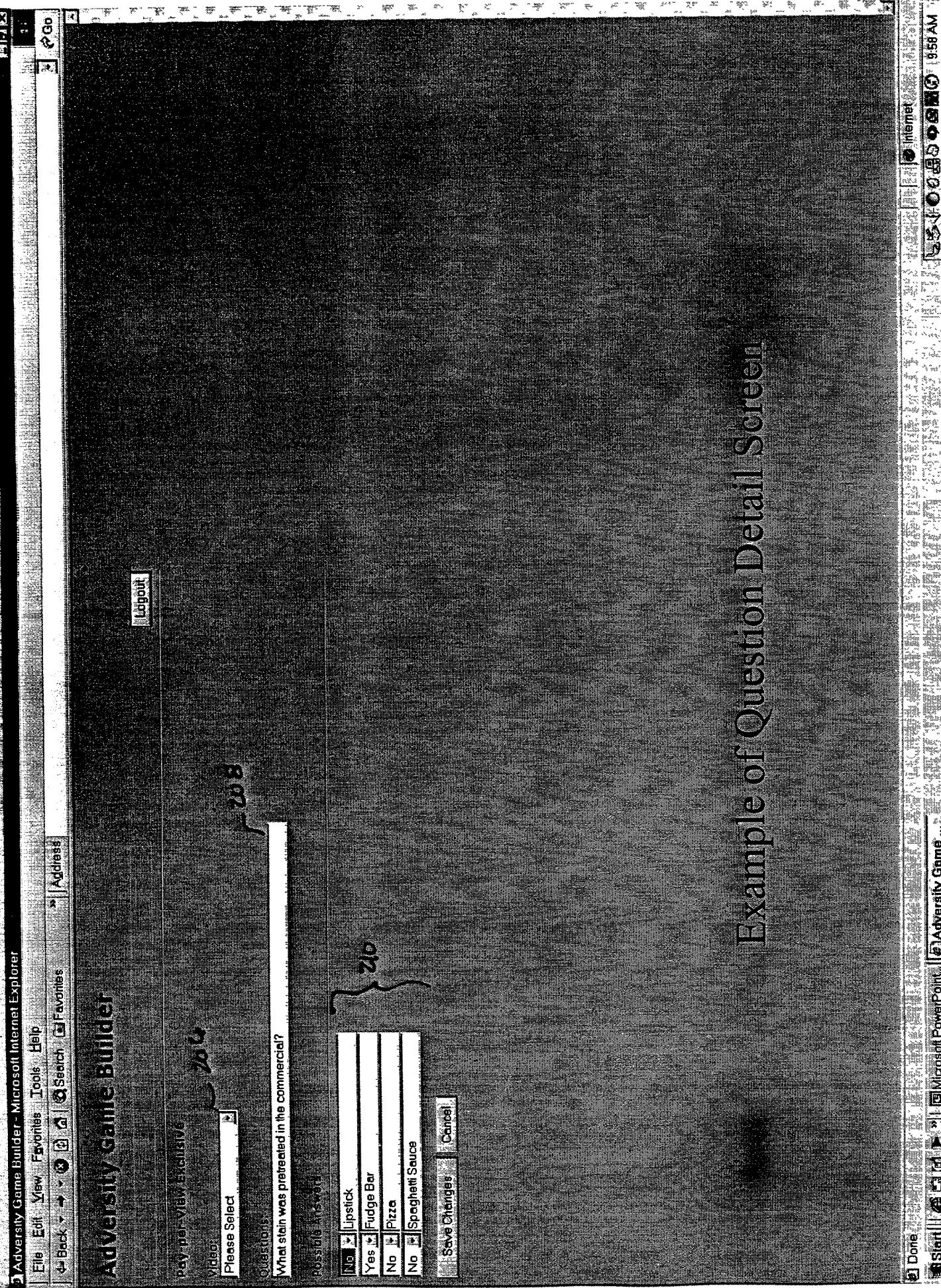


14

Example of Main Screen for Question Builder

Fig. 15





Example of Question Detail Screen

Fig. 16



**Adversity
Summary
Report**

Start Date : Apr 01, 2001
End Date : Jul 15, 2001

Feature Brand



	(n)	Gender		Age			50+
		M	F	14-17	18-24	25-34	
Your Brand	3204	1435	1769	259	423	779	1080
		44.8%	55.2%	8.1%	13.2%	24.3%	33.7%
Average Brand	1360	589	771	115	172	314	474
		43.3%	56.7%	8.5%	12.7%	23.1%	34.8%

Demographics of Players Competing

212

Report Run Date : Jul 16, 2001

Snapshot of Average Consumer Interaction with Your Brand in Adversity

Summary Report for Tide	
Analyst Comments	
Brand or product name	35.3
Brand logo	53.8
Equity statements	16.2
Tagline	24.6
Television copy	44.0
Total	173.9

Snapshot of Average Consumer Interaction with Your Brand in Adversity

210

Type of Message	Average Interaction Time (Seconds)
Brand or product name	35.3
Brand logo	53.8
Equity statements	16.2
Tagline	24.6
Television copy	44.0
Total	173.9



Start Date : Jun 27, 2001
End Date : Jun 27, 2001

218 Demographic Breakdown on Pay Per View Question

	Total	Gender		Age				
		M	F	14-17	18-24	25-34	35-49	50+
Copy : Stepmom Spot	Total unique viewers of this copy	0	0	0	0	0	0	0
Questions : In this commercial, what combination removes stains the best?	Percentage of viewers answering correctly			0%	0%	0%	0%	0%
Correct Answer: Tide and Tide Kick								
Copy : Stepmom Spot	Total unique viewers of this copy	0	0	0	0	0	0	0
Questions : What stain was pretreated in the commercial?	Percentage of viewers answering correctly			0%	0%	0%	0%	0%
Correct Answer: Fudge Bar								
Copy : Roommates Spot	Total unique viewers of this copy	0	0	0	0	0	0	0
Questions : Why does only the one roommate need clean clothes?	Percentage of viewers answering correctly			0%	0%	0%	0%	0%
Correct Answer: He has a 'real' job								
Copy : Questions	Total unique viewers of this copy							
Correct Answer:	Percentage of viewers answering correctly							
Copy : Questions	Total unique viewers of this copy							
Correct Answer:	Percentage of viewers answering correctly							

Report Run Date : Jun 27, 2001

220

Copy Delivered

222

Analyst Comments:

Adversity Report

Copy Description	Average Interaction Time (Seconds)
Stepmom Spot	
Stepmom Spot	
Roommates Spot	

FIG.18



Adversity
Aggro-Nym
Report

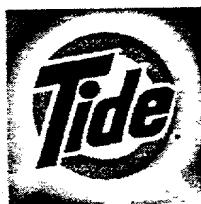
Customer Service Rep Name: Steve Wolf
Phone #: 503.361.0554

adversity
1148 Main Street
Cincinnati Ohio 45210

Start Date :27-Jun-
2001

End Date :27-Jun-2001

Feature Brand



Demographic Breakdown on Aggro-Nym Question

Primary Question: Time to Clean Up! Identify these leading brands of laundry detergent.	Total	Gender		Age				
		M	F	14-17	18-24	25-34	35-49	50+
Total unique viewers of this question →	0	0	0	0	0	0	0	0
Percentage of viewers correctly completing ↓								
Answer 1: Purex	0%	0%	0%	0%	0%	0%	0%	0%
Answer 2: Era	0%	0%	0%	0%	0%	0%	0%	0%
Answer 3: Tide	0%	0%	0%	0%	0%	0%	0%	0%
Answer 4: Wisk	0%	0%	0%	0%	0%	0%	0%	0%
Answer 5: Cheer	0%	0%	0%	0%	0%	0%	0%	0%
Answer 6: Gain	0%	0%	0%	0%	0%	0%	0%	0%

Report Run Date :27-Jun-2001

Analyst Comments:
Adversity Report

Typical Consumer Interaction

Question Description	Average Interaction Time (seconds)
Primary Question: Time to Clean Up! Identify these leading brands of laundry detergent.	35.1

Fig. 19